

NOW THIS ASSIGNMENT WITNESSETH AS FOLLOWS:

1. The Assignors as beneficial co-owners and with full title guarantee hereby assign to the Assignee ALL THOSE their rights titles and interests in and to the said invention and the said patent application TOGETHER with all privileges benefits and advantages whatsoever pertaining thereto including the right to proceed against past infringers for such past infringement and to claim priority from said patent application.

IN WITNESS whereof the parties hereto caused this Assignment to be executed the day and year first above written.

Signed for and on behalf of ³ P&T project.

[Signature] 18th June 1998

Signed by the said David John Wright

[Signature] 18th June 1998

Signed by the said Steven Holmes

[Signature] 18 June 1998.

Signed for and on behalf of Two Way TV Limited

[Signature] 28/7/98.

[Signature] 18th June 1998

[Signature] 18/6/98.

[Signature] 28/7/98.

ASSIGNMENT

THIS ASSIGNMENT is made on the 18th day of June 1998 between P³/_{Project} ~~BTB~~, a British company of Acacia House, Old Wood, Oaklands, Old Welwyn, Herts, AL6 0QR, United Kingdom; David John Wright, a British citizen of Acacia House, Old Wood, Oaklands, Old Welwyn, Herts, AL6 0QR, United Kingdom; and Steven Holmes, a British citizen, of 79 Selby Lane, Keyworth, Nottingham, NG12 5AQ, United Kingdom (hereinafter called the "the Assignors") of the first part and, TWO WAY TV LIMITED, a British company of The Chiswick Centre, 414 Chiswick High Road, London, W4 5TW, United Kingdom (hereinafter called "the Assignee") of the second part.

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WHEREAS:

- (a) The Assignors are the beneficial owners of the whole of the property in the United Kingdom of an invention entitled "Method and Apparatus for Interaction with Broadcast Television Content" made by David J Wright and Steven Holmes, employees of P³/_{Project} ~~BTB~~ and to the right to make applications for protection in all countries abroad and to claim priority under the International Convention for such applications relating to those aspects.
- (b) A United Kingdom Patent Application No. 9712724.5 has been filed by Steven Holmes relating to the said invention.
- (c) The Assignors are desirous of disposing of all their rights titles and interests in and to the said invention and the said patent application and the Assignee is desirous of acquiring the same.
- 18 Jun 1998*
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28/7/98